



An entrepreneur turns his 'churros' shop into an international chips producing factory

LOCATION: Carcabuey

DURATION: 1:50

SUMMARY: The owner of a small 'churros' shop in Córdoba, Rafael del Rosal, has managed to turn his chips in an internationally recognized delicatessen product. These chips are sold in limited editions and get to the most selected places of thirty countries. Now they have just signed an agreement with the prestigious chef Joé André to introduce this product in the United States and Canada. The most representative institution in the field of quality, Monde Selection, has awarded these chips with the International Gold Medal in four occasions.

VTR:

Ambience: Yes Paco, the one for Japan leaves today and the one for José Andrés to the United States next week.

From Priego de Córdoba to more than thirty countries in the world. It is the achievement of this man, the owner of a 'churros' shop that exports his chips as a delicatessen.

RAFAEL DEL ROSAL
Manager San Nicasio chips

"We started making them at the 'churros' shop we initially had and all started because we made 'churros' in the morning and in the afternoon we had nothing to do."

His chips have won six gold medals in different international competitions. Rafael says that the secret is the raw material: pink salt from the Himalaya, extra virgin olive oil and mainly...

RAFAEL DEL ROSAL
Manager San Nicasio chips

"They are made at a low temperature, the minimum for frying."

JOSÉ ANTONIO NIETO
Subbética oil mill

"It is an extra virgin olive oil especially designed for the Subbética oil mill."

JUAN RUIZ
Chef

"That detail is important, it is not made with sunflower, high oleic or stuff like that, it is fried using one of the best fats."

The 60% of their production goes to the international market. Their last step towards the United States and Canada, has been taken by the hand of the prestigious chef José Andrés; but everything started when a Japanese visited Priego de Córdoba to buy oil.

RAFAEL DEL ROSAL
Manager San Nicasio chips

"He tried the chips at a restaurant in Priego and came to our factory immediately to try to do business and buy, that was our beginning at an international level."

International chips that also arrive to haute cuisine.

JUAN RUIZ
Chef

"They are packaged with nitrogen and that way we avoid that it turns rancid or spoils, and give us that bitter touches."

A strong package has allowed them to export without losing their quality, putting their foot over the international market.

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